

PHILIP MORRIS INCORPORATED  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

# 24

To: Mr. J. E. Wickham Date: May 4, 1981  
From: C. C. Bright  
Subject: Comparison of TITL and P.M. Data for CO Deliveries of  
Competitive Cigarette Brands

The carbon monoxide (CO) deliveries in milligrams per cigarette of all domestic brands included in Market Sample #24 for TITL and comparable Philip Morris data are given in the attached tables. The TITL sample was obtained from 100 retail outlets in the market place during October, 1979. The Philip Morris data are those reported in December, 1979 based upon a four-month running average. The brands are ranked according to CO delivery from low to high by company.

There is generally good agreement between TITL and P.M. CO data for all brands except non-filtered brands. In most cases the non-filtered brand data generated by TITL are higher than similar data generated by P.M. Out of fifteen non-filtered brands compared, Philip Morris data was lower in fourteen cases by at least 1.0 mg/cigt. Philip Morris used regular dental dams when smoking non-filtered cigarettes. TITL used sleeves when smoking non-filtered cigarettes. After investigating this procedure, this laboratory has changed to use sleeves when smoking non-filtered cigarettes. The use of sleeves for smoking non-filtered cigarettes has been the standard procedure for FTC tar determinations at P.M.

The variation observed among the filtered cigarette brand data is due to normal cigarette to cigarette manufacture deviations. Ninety filtered cigarettes showed a lower CO delivery for P.M. data compared to TITL data; sixty-two brands showed a higher CO delivery; nine brands showed no difference in CO delivery data between P.M. and TITL. On the average, the absolute difference observed between laboratories was 0.5 mg/cigt. CO delivery.

When comparable data from the FTC is available, a comparison will be made between all three laboratories.

CCB:rrs

Attachments

cc: Dr. R. B. Seligman  
Mr. L. F. Meyer  
Mr. F. E. Resnik  
Mr. T. T. Goodale

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